## Cast—Synopsis—Exploitation Ideas—Artists' Designs

Everything you need for a tremendous advertising and exploitation campaign on

JUN 21 1921

CIL 16691 "Through The Back Door" 7

Photography by CHARLES ROSHER

Lighting effects by WILLIAM JOHNSON

Scenario by Marion Fairfax

### Read every word in this folder-it will help bring money into your box-office

The most important business in exploiting a Mary Pickford production is to exploit MARY PICKFORD.

You know, just as well as anyone can tell you, that her name has tremendous box-office value, that there are hundreds and thousands of people in your community that are actually in love with her and that all you need do is to simply tell them that Mary Pickford is to be at your theatre and they'll come in large numbers. chants with window displays, fashion shows, advertising tie-ups; your interesting school children in the production; the conducting of contests and the bally-hooing of the picture in the style such a production deserves.

#### Don't Forget Photographs

Whatever you do, do it in a big way and you will get big re-

turns and when you are in the midst of it all, have photographs taken of your lobby, your theatre interior, your ushers, your every stunt; send them to us with a disscription of what you did, and we'll get the trade journals to give you a real boost for the efforts you put

If we can be of any added help to you, write us immediately. We are always at your service.

#### Here's An Unique Lobby

In giving you some ways and means to exploit this production, let us call your attention to the title of the picture, "Through the Back Door." The name of this picture suggests an unique lobby and one that is economical as well. Build a back door effect over your main entrance. Put a garbage can, a mop and a couple of brooms along side of it. Paint a sign above the doorway reading "The Back Door." Thus you can get the effect of your audience entering the theatre through the back door. Let the garbage can be the receptacle for

For interior decoration it might not be a bad idea to drape a few Belgian and French flags. This will help to get over the foreign atmosphere and the fact that part of the story is laid in Belgium and that the leading character, is a French

#### Get on the Job

But that's not the way to get the most and the best out of any production. It's a poor policy to follow in regards so tremendously popular and stupendous a production as "Through the Back Door." Don't simply announce the production and then sit back and puff at the old cigar and think that everything is going to come your way. Don't let a single stone unturned in your efforts to apprise every solitary man, woman and child in your whole community of the fact that Mary. "the world's sweetheart" is to appear at your theatre in the kind of a production that she is best fitted to play in, the kind that they like best, in fact the kind that made her famous.

#### Things to Consider

And to do this, take into consideration these things. The declaration of your lobby in additon to your regular display of lobby photographs and one sheets. The decoration of the interior of your theatre. The costuming of your ushers and other theatre attaches. The proper musical setting. An attractive stage setting and prologue of whatever sort your community is best fitted for. vertising on billboards. Your newspaper advertising. Your exploitation, such as co-operating with mer-

CAST AND SYNOPSIS OF "THROUGH THE BACK DOOR" Direction of Jack Pickford and Alfred E. Green
Scenario by Marion Fairfax
Photography by Charles Rosers

				CAS	T		
MARY	PICKFORU					Jeanne Bo	damere
Gertrude	Astor				********	Hortense	Reeves
Wilfred	Lucas	******				Elton	Reeves
Helen I	Raymond	*******			********		Marie
C. Norn	nan Hamm	ond				Jacques	Lanva.n
Elinor	Fair	*******	*******		********	Margaret B	rewater
Adolphe	J. Menis	N				James B	rewater
Peaches	Jackson,	*******	*******				Conrad
Doreen	Turner	******					onstant
John H	arron			*****		Bi	lly Boy
George	Dromgole	1					nuffeur
			Charles of the Control of the Contro				

A mixed quartet dressed in Belgian peasant costume singing the Belgian national anthem and folk songs as well as American

songs ought to be out of the ordinary.

This same idea can be carried out in costuming the ushers. The wooden shoes, blouses, caps and baggy breeches will attract a lot of attention, especially if you have girl ushers. Any costumer in your town can probably rent you these things cheaper than you can make them.

#### Co-operate With Merchants

A corking good co-operative merchant tie-up can be worked out in connection with this feature. Practically everything of consequence enters a home through the back door. All deliveries of groceries and other commodities are made at the back door. Why not work out an advertising campaign with one or two of your leading tradesmen featuring this angle? On every package delivered at the back door put a card bearing a slogan similar to the following:

'The good things of life come to your house through the back door. Good entertainment comes the same way. See Mary Pickford in "Through the Back Door" at ......next....... And don't forget to trade at ( here mention name of your tradesman)."

If you establish this tie-up with enough merchants, you can put your ad. into practically every household in your city.

Secure Window Displays

By playing up the style angle that is one of the features of this picture you can probably get some novel windows. The wearing apparel featured in this production is of the vintage of 1903. Sell the idea to the window dressers of your leading department stores that they can put in some crowd-pulling displays by showing the contrast in the styles of 1903 with those of today. Pegtopped trousers for the men, and long skirts with trains, and tightfitting bodices with puff sleeves. You undoubtedly can get the old fashioned garments from a costumer, or if not then advertise for them in the papers and also run stories and offer a small prize for the best dress of the brew of 1903. This will certainly attract a lot of attention because of its novelty.

#### Get After School Children

If your public schools have sewing or domestic science depart-

ments, perhaps you can work out a contest for the best old fashioned dress. A display of the workmanship in your lobby will stop 'em and turn 'em all to rubber. See the teacher in charge of this work in your nearest school, or better still, if you are in a big city, take it up with the board of education. And if you cannot work this out with the public schools, then it will make a pippin of a tie-up with the editor of the woman's page of your leading

#### Appeal to the Women

"Through the Back Door" offers many attractions for women. Stress the following in your advertising and publicity. First, the contrast in styles. The mother love angle and the filial devotion of the heroine. The fact that it is in a sense a society drama, giving a glimpse of the life of the rich in their Long Island habitat. Ask the question. "How much should a woman sacrifice for her husband?" The mother in this story gave up her child; many women in life have done the same. Has any husband the right to demand this? If you have a paper in your city that specializes in advice to the lovelorn, this problem might appeal as a feature. Material of this sort is usually attractive to Scripps papers. Try it out on one of your women's page editors, and let her ask her women readers how many of these are looking out on life through the back door because of some needless or futile sacrifice.

You have a good selling point in the fact that this is the first time Mary Pickford has ever appeared in a society drama.

#### Attracting the Children

Children will be attracted to the picture when they learn that Mary Pickford is up to her old tricks again of riding donkeys, pur-loining fish and doing all the other laugh-provoking pranks that have made her famous.

For a bally-hoo, hire a girl who can ride, and dress her like Mary Pickford and then let her ride through your town on a mule

carrying a sign calling attention to your show.

The phrase "Through the Back Door" is particularly adaptable to an exploitation campaign. It can be used in a million ways, by working it into sentences and slogans advertising the picture. Catch-phrases such as "See through the back door and change your outlook on life." "If you keep looking through the back door you will finally find something of interest." "The person whose only view is through the back door is not always disappointed." Mary Pickford went through the back door to fame. See how she did it at .....

#### Copy for Post-cards

For postcard copy, to be sent to your mailing list, the following is suggested:

"This postcard, which comes to your front door is to remind you that you can see "Through the Back Door," Mary Pickford's latest photoplay, at the ..... next

Don't overlook the immigrant angle in this picture. There are millions of people in this country who come into it through Ellis Island. Remind them that there is a glimpse of the island in this

#### Here's a Short Synopsis

Here is a brief synopsis for your program or for heralds:

Because a servant loved her and because her stepfather made her mother leave her in Belgium, little Jeanne Bodamere faced the problem of winning recognition from the mother who thought her dead. She came to America an immigrant when the World War broke out with only a note and a passport with which to make her identity known. Her mother lived in a palace on Long Island. The child came to it in a delivery wagon. Of course, the mother did not recognize her, and

circumstances conspired to prevent her telling who she really was. In order to gain entrance to the home that was rightfully hers she had to enter it through the back door as a servant. The trials and tribulations she encountered, the heartaches and the plot she found all combine to make a fascinating and gripping drama. And the climax that made possible the mother love this little child hungered for will tug hard at the heartstrings of all who see it.
"Through the Back Door" shows
Mary Pickford at her best—a child role with all the pathos, all the comedy and all of the little whimsical touches that have made her famous.

Don't miss this picture when it Your best selling points in this

picture are these: Mary Pickford in a child role.

Her first appearance in a society

The fact that it contains two of the most amusing scenes screened-the antics of the trick donkey and the antics of Miss Pickford when she scrubs the floor with brushes tied to her feet.

Dwell upon the fact that this feature is rife with comedy.

Say that her brother Jack helped direct it.

Also mention the fact that Alfred Green, who assisted Marshall Neilan on M'Liss and Daddy Long Legs, co-directed with Jack Pickford.

This is the first picture in which Mary Pickford worked under the guidance of two directors.

Continued from page on

As her small fortune is now reduced to a few cents it is necessary for weary little travelers to tramp to Long Island. Arriving at the Reeves, mor place Jeanne inquires of the gardener if Madame Beeves is at home, answer he points to a tail elegantly dressed woman standing in the dogiving last instructions to the butter. Jeanne runs up to her mother and a to speak, but Mrs. Roeves brushes past the dirty children inling the butter to see the second of the premises. Then she sweeps down the steps and enters her ing limousine.

New York, she decides not to risk telling the servants who saw is. The chef allows her to hide Conrad and Constant in a room over a garage sway from the eagle-eye of the housekeeper.

She has great difficulty, however, in keeping her active little charges under cover. Coming out of the kitchen door in the middle of the afternoon she is hortified to see them running across the lawn. She follows and just as they reach the reed, sigmables and falls into a mud puddle. A party of young people, who live in the neighborhood, are riding by. They all laugh but one. Master Billy Boy dismounts, helps Jennne to her feet and then acolds his companions for laughing at her.

Jeanne often meets Billy Boy after this. He helps her amuggle baskets of cake and candy to the boys in the garage.

At a weekend party in the Reeves home, Jeanns gets her first glimpse of Alias Margares Brewster and her brother. From gossip in the servants' hall she had learned that for some time Elton Reeves had been firring outrageously with Mine Brewster and that his wife was most unhappy about it.

This house party brings promotion to Jeanne. She is installed as assistant housemaid. She gaskes several attempts to speak to her mother but is always sent shout her business by some over-arvant. Finally as a last resort she leaves Marie's letter on her mother's dressing table, trusting that her mother will find it. But a gust of wind blows it off the table and a housemaid puts it in the waste basket.

Meanwhile Reeves' firstation has grown bolder. Hortense eves that her husband is seriously intercated in Margaret Brewster and she tells him that if Mine Brewster one not leave the house—she will.

After having placed the letter on her mother's dressing table, Jeanne went to prepare Margaret's room for the night.

She is in the clothes closed when Margaret and her brother enter the room. In the scene that follows Jeanne learns that the Brewsters are husband and wife and not sister and brother at all. Their purpose in poang as sister and brother is to blackmal

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#### Collections Summary:

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## Class L Finding Aid:

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